

**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS**

**Minutes**

**Thursday, July 16, 2015**

**Taft Building, Suite 600**

**1680 Vine Street**

**Officers and Directors Present**

Monica Yamada, President, CIM Group, Inc.  
John Tronson, Vice President, Tronson Investment Group  
Joseph D'Amore, CRC Entertainment Inc.  
Mark Echeverria, Musso & Frank Grill  
David Green, Nederlander Organization  
Brian Johnson, Loews Hollywood Hotel  
Evan Kaizer, Sieroty Company, Inc.  
Galo Medina, Comprehensive Financial Services  
Frank Stephan, Clarett West Development  
Mark Stephenson, Hollywood United Methodist Church  
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

**Present via telephone** (does not count toward quorum)

Michael Gargano, Argent Ventures, LLC

**Absent**

Leslie Blumberg, The Fonda  
Darcy Derler-Judd, Robertson Properties Group  
Chad Lewis, Klein Financial Corporation  
John Lyons, Avalon Hollywood/Bardot  
Jan Martin, Secretary, AMDA

**Staff**

Kerry Morrison  
Joseph Mariani  
Matthew Severson  
Devin Strecker  
Ginnie Gallo

**Signed in Guests**

Bronwyn Kenner, Metro  
Patricia Soto, Metro

**I. CALL TO ORDER – Monica Yamada**

The meeting was called to order at 4:11 p.m.

## II. OPEN FORUM & INTRODUCTIONS

- Bronwyn Kenner and Patricia Soto from Metro were introduced to the board.

## III. APPROVAL OF MINUTES

- Approval of the June 18, 2015 Board meeting minutes.

**It was moved by John Tronson, seconded by Joseph D'Amore and CARRIED to approve the minutes from the Board's June 18, 2015 meeting. Unanimously approved.**

## IV. TREASURER'S REPORT – Kerry Morrison

- A. Morrison advised the board that effective August 1, 2015, RBZ will transfer all accounting to Gursey Schneider. Total monthly expenses ending June 30, 2015 were \$241,603 against the budget of \$310,818. The projected end of year cash balance is \$433,044. There are no significant variances to report at this time.

**It was moved by Mark Stevenson, seconded by Galo Medina, and CARRIED to approve the June 30, 2015 financial statement. Unanimously approved.**

- B. Assessment Cash Receipts – Joe Mariani prepared a report for the board to track assessments received and outstanding for 2015. He reported that \$3,512,611 assessments have been invoiced since January 1, 2015 with \$1,808,153 being received. The amount of \$1,704,458 is pending. By early fall, after the second installments (April 10) have been paid, staff will have a better sense of the true delinquency for the year.

## V. NEW BUSINESS

- A. Coffee with the President – Yamada reported that the July 10, 2015 Coffee with the President was success. Although the group was small, many concerns were discussed. The group's main concerns were crime, homelessness, and panhandling in Hollywood. Discussed was Mayor Garcetti's acknowledgment that crime and homelessness had risen in Los Angeles. Morrison added that these issues are a major concern on the minds of many property owners who are contacting the BID to express frustration or seek assistance.

## VI. COMMITTEE AND ACTIVITY REPORTS

- A. Streetscape and Planning – Mark Echeverria and Matthew Seversen
  - 1. Great Streets Initiative – Severson reported that we are still waiting for the official announcement for the Challenge Grant results.

## 2. Punch List Projects

- a. A part-time intern was hired to work 24 hours per week for three (3) months. She will inventory tree wells, utility boxes, street furniture, and light posts for a data base to be established. Her compensation will be shared by both BIDS (Sunset and Hollywood) at 50% each.
- b. Severson presented photos and prices for new trash receptacles to replace CRA baskets at the direction of the Streetscape Committee. The NTE cost will be \$15,000. BID maintenance will install and the BIDs plaques will be attached.

**It was moved by John Tronson, seconded by Mark Stephenson, and CARRIED to approve the purchase of new trash receptacles at a cost of \$15,000. Unanimously approved.**

### B. Ad-hoc Communications Working Groups – Devin Strecker

1. Festival Steering Committee – Strecker advised the board that a name has been given to the November 5<sup>th</sup> – 8<sup>th</sup> event, *ONLY IN HOLLYWOOD MUSIC + ARTS FESTIVAL*. A meeting was held in the BID office with the committee, venue representatives, and Haines & Co. on July 15, 2015 where Haines & Co. presented their media plans for the festival. A temporary employee has been hired to help contact venues, restaurants, musicians and artists regarding participation in the festival. More information can be found on the website, [www.onlyinhollywood.org/festival](http://www.onlyinhollywood.org/festival)
2. Logo Development and Graphic Standards – New standards for all written materials will be tied in with the *Only in Hollywood* logo. This will be for HED and CHC materials in order to be easily recognized.
3. Visitors' Guide – A meeting is scheduled for Friday, July 17, 2015 to discuss the advantages of the Visitors' Guide and whether to move forward with printing the brochure in the future.

### C. Security – John Tronson, Kerry Morrison

1. Update from meeting -- The most recent security meeting had a poor turnout, Tronson reported. While crime is up in Los Angeles, there is no increase in Hollywood. Morrison shared an article from Atlantic/CITYLAB regarding homeless issues in Los Angeles. Morrison shared observations about limitations placed upon law enforcement through a combination of legal settlements and a state ballot proposition which has limited enforcement of certain sidewalk behaviors.
2. Camera Installation at Las Palmas – Mariani reported that the installation of the new camera on the corner of Las Palmas and Hollywood Boulevard has run into

problems. The pole does not have 24-hour power and in order to get it cables will have to be run around three of the four corners.

- D. Nominating Committee – The committee is composed of Greg Beck, Michael Gargano, and John Lyons. A mass mailing went out to the community seeking nominations for the board seats that are expiring. Applications are due July 30, 2015. Currently there are 17 board members, and five seats are scheduled to turn over this November. Affected board members include: Medina, D'Amore, Blumberg, Stephan, Stephenson.

## **VI. Old Business**

- There was no Old Business update.

## **VII. Staff Report**

- A. Bid Headquarters Office Update – Mariani reviewed the lease for the 6562 Hollywood Boulevard office space between HPOA and Hollywood Studios Building LLC with the board. The lease covers November 2, 2015 through December 31, 2020, with a cancellation clause in 2018 if the BID is not renewed.
- B. All Property Owners Meeting – Morrison presented the board a draft agenda for the Thursday August 13, 2015 All Property Owners Annual Meeting at the Loews Hollywood Hotel. The meeting will begin at 4:30 p.m. with a reception to follow.
- C. Demolition Party – The Center at Blessed Sacrament is holding a demolition party after today's board meeting from 6:30 to 8:30 p.m. The board is invited to help take down the walls of the old building. No need for construction experience. Construction will soon start on a \$2M renovation of the old convent.
- D. IDA Conference – International Downtown Association (IDA) 61<sup>st</sup> Annual Conference & Tradeshow is being held in San Francisco from September 30 to October 2. Morrison encouraged the board to attend. Morrison also advised the board of her plan to send all four staff this year, as the international conference is in CA for a change. Given the educational value of this experience, it was reported that the travel budget might be exceeded somewhat this year, although every effort would be made to keep costs in line. Yamada affirmed the value of sending the staff to the convention and encouraged the plan.
- E. CAL Downtown Association Homeless Forum – July 30, 2015. Morrison also reported that she has been involved in planning an ad-hoc forum for state BID execs and board members because of the impacts of homelessness in cities throughout CA. She will report on the outcomes at the next board meeting.

**VIII. Next Meeting:** The next meeting will be held on September 17, 2015

**IX. Adjournment:** The meeting was adjourned at 5:55 p.m.